

ABSTRACT OF THE DISCLOSURE

A commodity selling system is disclosed for performing online shopping through a network such as the Internet. The commodity selling system includes a seller server. The seller server records a comment entered from a user terminal on each commodity selected as a purchase candidate from commodities appearing on a Web page as a shopping memo at an arbitrary time. The seller server adds the comment recorded as the shopping memo to a memo field in a commodity table including basic information on each purchase candidate, and displays the commodity table on the user terminal. A user refers to the comments in the memo fields and determines which commodity to purchase.